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***Press Release***

## **Biofuels scientists learn improv theater to communicate with style**

**July 9, 2015.** Spontaneity, creativity, storytelling, connecting with people – these are all traits that scientists often struggle with, especially biofuels scientists. This is why [BioFuelNet Canada](#), the nation's largest advanced biofuels network, is training its scientists in improvisational theatre, also known as improv.

This workshop titled “[IMPROV-ing Science Communication](#)” takes place on **July 22<sup>nd</sup>, 2015** at the **Hotel Omni** located in downtown **Montreal**, the day before Canada's main advanced biofuels event, the [Advanced Biofuels Symposium](#).

Why should scientists learn improv? Scientists are not trained to communicate, except with other scientists, and they often struggle with explaining complex science to the general public. Public acceptance and understanding of science can influence government decisions related to regulation, science policy and funding, which can in turn have an important impact on scientific progress.

Marc Rowland, the Artistic Director of both the Montreal Improv Theatre and the Montreal Improv Festival, will be directing the workshop. “Scientists especially can benefit from improv: it helps them get out of their head, improve the collaborative skills necessary for working in small teams, and helps them learn to be more spontaneous and attentive to their audience”, says Rowland.

The goal is to get scientists to talk about their work the way they never have before.

### **About BioFuelNet**

BioFuelNet Canada (BFN) is an integrated community of academic researchers, industry partners and government representatives who engage in collaborative initiatives to accelerate the development of sustainable advanced biofuels. BFN's activities expand far beyond academic research, extending to online courses and webinars, large-scale networking events, business-to-business matchmaking, investment tracking and intelligence, and policy consulting.

For more information, please see our website: [www.biofuelnet.ca](http://www.biofuelnet.ca)

For information and/or interviews, please contact:

Annie Webb, Manager of Communications (BioFuelNet Canada)

Tel: 514-508-2884 x. 840 Email: [annie.webb@mcgill.ca](mailto:annie.webb@mcgill.ca)